



# Oklahoma International Trade Bulletin

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March 2006

## *Mark Your Calendar!*

### *Oklahoma World Trade Conference to Be Held at the Doubletree Hotel at Warren Place on April 26th*

Mark your calendar to attend the 23<sup>rd</sup> annual Oklahoma World Trade Conference, April 26, 2006, at the Doubletree Hotel at Warren Place in Tulsa. The Oklahoma District Export Council in coordination with the U. S. and Oklahoma Departments of Commerce sponsors the conference.

Registration will begin at 9:00 a.m., and the conference will be held from 9:45 a.m. to 3:00 p.m.

To open the conference the Mayor of Tulsa will issue a Proclamation of World Trade Day in Tulsa.

The morning session will begin with a presentation on ***The Hottest World Markets in 2006 – Are You Looking in the Right Places?*** by Charles Kestenbaum, Director of Business Development, Diligence USA LLC, Washington D.C.

The ten big emerging markets of the world are the key swing factor in the future growth for world trade, global financial stability, and the transition to free market economies in Asia, Latin America, and Central Europe. Half of the

ten emerging markets are Argentina, South Africa, Poland, India, and China. These markets offer U. S. and international companies the most opportunities and risks for growth and market share. These markets are also critical to human rights improvement, the avoidance of conflicts in several regions, nuclear nonproliferation, and environmental considerations.

Emerging markets are difficult to select when determining which to put company resources into. Each market is unique and requires careful assessment based on desired outcome. The panel discussion will include Bob Cloud, CEO, SCFM Compression Systems Company, Tulsa, and Beth Doty, International Sales Representative, Advance Food Company, Oklahoma City. The panel will offer their insights and address questions.

At the luncheon the Honorable Brad Henry-Governor of Oklahoma, or an appropriate representative, will present the ***2006 Governor's Award for Excellence in Exporting and the U. S. Department of Commerce Export Achievement***

#### ***Certificates.***

Our keynote speaker will be Anthony Grasso, International Trade Compliance Analyst, USDOC-International Trade Administration, Washington, D.C. and he will deliver the keynote address: ***What Does Free Trade Mean to My Company?***

U.S businesses and workers are the most productive in the world, but often find difficulties exporting their goods and services because of foreign barriers to trade. These barriers can be reduced through free trade agreements.

Free Trade Agreements (FTAs) can help your company to enter and compete more easily in the global marketplace. There are free trade agreements in most regions of the world, which can have a major impact on your doing business globally. Trade agreements help level the international playing field and encourage foreign governments to adopt open and transparent rulemaking procedures, as well as non-discriminatory laws and regulations.

What does this mean to your com-

pany? FTAs help strengthen business climates by eliminating or reducing tariff rates, improving intellectual property regulations, opening government procurement opportunities, easing investment rules, and much more. International trade is an integral part of the U.S. economy, accounting for more than one-quarter of U.S. gross domestic product and supporting more than 12 million U.S. jobs, including 1 in 5 manufacturing positions. FTAs can be a catalyst for accelerating economic growth by allowing greater competition, encouraging the formation of international partnerships, and by greatly liberalizing many industries. Most FTAs include specific obligations in the areas of intellectual property, services, investment, and telecommunications. Many FTAs also provide for groundbreaking cooperation in promoting labor rights and the environment.

The afternoon session will be a discussion of ***The Cost of Domestic/International Logistics – Moving My Products*** by a FedEx, Logistics Executive.

Welcome to the new world markets. Products are manufactured and shipped to (and from) all parts of the world. It is currently estimated, that logistics costs can represent up to 25 percent of sales in the US and abroad. Some of these costs include inspections, certifications, insurance, handling charges, crating and fumigation fees. The cost of getting your product to the marketplace is hurting your bottom line.

Relentless optimization of manufacturing in the last two decades and application of new managerial approaches such as Just In Time (JIT), Quality Management System (QMS), and Total Quality Management (TQM) have resulted in significant improvements in performance. However, it has also been associated with an increase in the logistic activities. Products need to be moved from more international origins to more scattered market destinations faster and more efficiently.

Management of global logistics is thus a major and growing challenge. The opportunity for further cost reduction in manufacturing is now smaller than the potential cost reduction in logistics. Clearly, improving the efficiencies in logistics is now as important to strategic planning as improvement in manufacturing and marketing.

The panel discussion will include Jeff Bainbridge, Director of Logistics, Carlisle

FoodService Products, Inc., Oklahoma City, and Jan Krehbiel, Business Unit Manager, Panalpina, Inc., Tulsa. A questions-and-answer session will follow.

### \*\*\*BREAKOUT SESSION\*\*\*

*Attention: Chamber Execs, Economic Development Specialists and City Government Officials.*

In addition, a concurrent afternoon breakout session for Chambers of Commerce and other economic development agencies will focus on **“Get in the Game of Global Trade!”**

An historic opportunity awaits you at this year’s Oklahoma World Trade Conference.

For the first time, a special session has been developed to provide chambers, economic development specialists, Mayors and City Managers tangible tools which will allow them to assist their local businesses and communities to break into the international marketplace.

The panel of experts moderated by **Danny George**, Executive Director, Oklahoma Municipal League will include: Shawnee Mayor **Chuck Mills**, President, Mills Machine Company, Inc.; **Barry Clark**, Director, Global Business Solutions, Oklahoma Department of Commerce; **Dick Rush**, President/CEO, The State Chamber; **Wes Stucky**, President, Ardmore Chamber and Development Corporation.

Topics covered will be: **Sister City Relationships- How They Aid in Community Economic Development; How to Thrive Locally & Succeed Globally; Make Friends Globally- Develop a Chamber to Chamber Relationship Internationally;** and hear how one globally minded community is **Scoring in the International Game.**

Don’t miss this important event to get your Chamber, City and business community in the game! Mark your calendar today!

*Mayors: Bring your Chamber and E.D. leaders. Chamber Execs and E.D. Leaders: Bring your Mayor!!!*

#### **Registration Fees:**

*1 Attendee - \$85.00*

*2 or More Attendees from One*

*Organization - \$85.00 for the first and \$75.00 each for the others*

*Corporate Table (8 Attendees) - \$535.00*

*Corporate Contributory Sponsorship (5 Attendees) - \$500.00*

*Student – ID required - \$20*

*Display Table (Includes Registration for 2 Attendees) - \$260.00*

Registration fees include information packets, continental breakfast, and luncheon. Checks should be made payable to the Oklahoma District Export Council and mailed to 301 N. W. 63rd Street, Suite 330, Oklahoma City, Oklahoma 73116. You may also register and pay at the door.

*For your convenience, a registration form is included on page 3 of this newsletter.*

For online registration, please go to [http://www.okcommerce.gov/index.php?option=com\\_customforms&Itemid=601](http://www.okcommerce.gov/index.php?option=com_customforms&Itemid=601).

Cancellation policy is a full refund until April 18th. From April 19-26, refunds will be subject to a \$35.00 cancellation fee per registrant. No refunds will be given the day of or after the event.

*A reception, sponsored by Carlisle FoodService Products*, for all attendees and speakers will be held April 25<sup>th</sup> from 5:30 p.m. to 7:00 p.m. at the Doubletree Hotel at Warren Place. **Please RSVP by April 21<sup>st</sup>.**

For hotel reservations, contact the Doubletree Hotel at Warren Place at 1-918-495-1000 or 1-800-222-TREE. The rate for OkWTC attendees is \$66.00.

For further information or registration, call 405/608-5302 in Oklahoma City, 918/581-7650 in Tulsa or 800/879-6552, extension 223. E-mail: [oklahomacity.office.box@mail.doc.gov](mailto:oklahomacity.office.box@mail.doc.gov).

# Oklahoma City University's Full-Time MBA Program in China

*Oklahoma District Export Council Scholarships Available for Highly Qualified Individuals*

In conjunction with Oklahoma City

Univeristy's Great Wall International MBA Program in China, Oklahoma District Export Council Scholarships will be available for qualifying Oklahomans who want to pursue an American MBA in China.

The Great Wall International MBA Program is developed on a solid foundation of strong alliances. Oklahoma City University's Meinders School of Business has joined forces with Tianjin University of Finance and Economics (TUFE) in China and the Singapore Chinese Chamber of Commerce to develop a unique and powerful curricula to provide students with a strong foundation of knowledge, business skills, and a network of business contacts throughout Asia and the entire world.

#### **Program Overview**

The Great Wall International MBA program provides you with a double concentration in international business and finance and is focused on understanding the growing economic and political influence of China and Chinese business entities in the world economy.

Nearly all of the courses are offered in English language and are taught by full-time faculty of OCU's Meinders School of Business on the campus of Tianjin University of Finance and Economics in China. At the completion of the program, successful students will receive an MBA degree from Oklahoma City University.

Students in the Great Wall International MBA program come from all over the world—China, United States, Canada, Singapore, and the European Union, to name a few. This life-changing, career-

building program includes 18 months of high-quality instruction and includes: An orientation period; 13 MBA courses providing specialization in international business, finance and conducting business in China; Mandarin language and Chinese business culture classes; Field trips to learn about historic and modern achievements of China; Internship programs; and time to complete a comprehensive MBA research project.

#### **Language and Cultural Classes, Field Trips**

Understanding basic Chinese culture as well as ethical and business values is critical for business success in China. The Great Wall International MBA program will provide students with many opportunities to learn and understand Chinese language, culture, and business practices. During the orientation period of the Great Wall International MBA program, and also during the last two weeks of each month, students will participate in Mandarin language classes, Chinese business culture classes, visit historic Chinese sites, and listen to presentations by senior Chinese business managers as you tour their offices and production facilities.

Students normally will complete the entire Great Wall International MBA program within a period of 18 months. However, if students fail to complete a course requirement, completion of the program may take a longer period of time.

#### **Your Classmates**

Each incoming class will have a maximum of 40 students, expected to come from China (about 50 percent), United States and Canada (about 20

percent), Japan, Korea, Singapore (about 20 percent), Latin America and other countries (about 10 percent).

All admission decisions are made by Meinders School of Business Graduate Admissions Committee. Program information and application packages can be obtained by contacting:

#### **Office of Graduate Admissions**

Oklahoma City University  
2501 North Blackwelder  
Oklahoma City, OK 73106

**Telephone:** (405) 208-5351

**Toll-free:** (800) 633-7242

**E-mail:** gadmissions@okcu.edu  
globalprogram@okcu.edu

Or visit the Meinders School of Business Website at [www.okcu.edu/business](http://www.okcu.edu/business).

**The Oklahoma District Export Council Scholarships are available for highly qualified individuals that would like to pursue the Great Wall International MBA program at Oklahoma City University.**

**You can apply for the Oklahoma District Export Council Scholarship by sending a copy of your Meinders School of Business Graduate Admissions application package, along with a short essay (1-2 pages) outlining how your participation in the program would benefit you, your company, and the local and national economy, to the following address: Oklahoma District Export Council; 301 N.W. 63<sup>rd</sup> Street, Oklahoma City, OK; 73116**

**The Application Deadline for 2006 Intake of Great Wall MBA Program is April 15, 2006.**

## **Registration:**

# **Oklahoma World Trade Conference**

**April 26, 2006**

**Doubletree Hotel at Warren Place  
6110 South Yale Avenue  
Tulsa, Oklahoma**

❖ Make Checks Payable to Oklahoma District Export Council

**Mail to:** 301 N. W. 63rd St., Suite 330; Oklahoma City, OK; 73116 **Fax to:** (405)608-4211 or (918)581-6263 **E-mail to:** oklahomacity.office.box@mail.doc.gov

Name(s): \_\_\_\_\_ Firm: \_\_\_\_\_

Address(City/State/Zip): \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_ Website: \_\_\_\_\_

E-mail: \_\_\_\_\_ Number of Attendees: \_\_\_\_\_

Corporate Table: \_\_\_\_\_ Contributory Sponsorship: \_\_\_\_\_ Display Table: \_\_\_\_\_

Economic Development Session: \_\_\_\_\_ Pay at door: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

**I will \_\_\_\_\_ I will not \_\_\_\_\_ attend the reception on April 25th. RSVP by April 21st.**

# ***Brazil: U. S. Commercial Service Market of the Month***

## **WHY BRAZIL? SIZE AND OPPORTUNITY!**

### **Size:**

**Brazil's 182 million people** make it the 5th largest country in the world.

**Brazil's population** is roughly the same size as the combined populations of Chile, Argentina, Paraguay, Uruguay, Bolivia, Ecuador, Peru, Colombia, Venezuela, Guyana and Suriname.

**Brazil's population** is roughly 4 times the size of Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua combined!

**Brazil's \$605 billion GDP** makes it the 12th largest market in the world.

**Brazil's \$605 billion GDP** is 7 times as large as Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua combined!

**Brazil's \$605 billion GDP** is nearly as large as the combined GDP of Chile, Argentina, Paraguay, Uruguay, Bolivia, Ecuador, Peru, Colombia, Venezuela, Guyana and Suriname.

### **Opportunity:**

**The United States is Brazil's largest trading partner.** In 2004, Brazil imported \$13 billion from the U.S., and from January – November 2005, Brazil imported \$13.8 billion worth of U. S. goods.

**Brazil offers numerous Best Prospect Sectors for U. S. businesses.** Brazil's diverse and sophisticated economy offers opportunities for U. S. businesses across the entire spectrum of industries, and U. S. products and services are popular and viewed as high quality, particularly in areas of high technology.

**Brazil is a founding member and platform to enter Mercosul.** Mercosul is South America's largest common market, including Brazil, Argentina, Paraguay and Uruguay, with associate members Chile, Bolivia and Venezuela.

**Brazil is a global leader in Renewable Energy technology.** Today, you can easily fill your car with gasoline or alcohol.

**The Commercial Service Brazil is partner in TradeAmericas.**

TradeAmericas is a new program offered through the U. S. Department of Commerce that gives U. S. businesses access to markets throughout the entire Western Hemisphere.

## **DOING BUSINESS IN BRAZIL**

Brazil offers numerous opportunities for U. S. businesses, and while the economy continues to develop, U. S. businesses know the name of the game for success in Brazil: **do your homework and put in the time & energy to identify partners.**

**Take advantage of the U. S. Commercial Service Brazil:** With offices in Brasilia, São Paulo, Rio de Janeiro, Belo Horizonte & Porto Alegre, the U. S. Commercial Service Brazil ([www.buyusa.gov/brazil](http://www.buyusa.gov/brazil)) helps U. S. exporters enter Brazil's market through research, matchmaking and advocacy.

**Use the Country Commercial Guide** to help you decide if your product or service has potential in Brazil, and to learn about some of the intricacies of doing business in South America's largest economy. Please visit <http://www.focusbrazil.org.br/ccg/> to see the 2006 Brazil Country Commercial Guide.

**Agents & Distributors** are, in many cases, the best way to enter Brazil. Generally, larger agents & distributors have sales offices throughout Brazil, which is key for a countrywide presence. A written agreement with a partner is highly recommended.

**Joint Ventures** are very common in Brazil, particularly as a way for foreign firms to compete for government contracts or in heavily regulated sectors. Legal advice should be sought when establishing the JV.

**Licensing agreements** are also common in Brazil, and again, qualified local attorneys should be consulted. All licensing and technical assistance agreements, including trademark licenses, must be registered with the Brazilian Industrial Property Institute ([www.inpi.gov.br/](http://www.inpi.gov.br/)).

**Price, quality and payment terms** are extremely important. U. S. products

are generally looked at as high quality, though the country's high interest rates (17.25%) mean attractive payment terms often have to be offered to make a final sale. It is not unusual for a buyer to select a supplier whose prices are higher but who offers better terms. With high transport and tax costs, there is significant price pressure.

**Consulting local legal assistance** is extremely important. Local Lawyers can help minimize tax burdens, help limit possible liabilities for U. S. businesses, and explain negotiation, real estate, labor, intellectual property, and antitrust laws.

**Participating in trade fairs** is an extremely effective way to meet potential buyers and market your products. São Paulo hosts 300 trade fairs per year, while other cities host significant shows, such as the Oil & Gas show in Rio and the Mining Show in Belo Horizonte.

**Learning how Brazil's tariffs & taxes affect your product** is extremely important. Though Brazil has made substantial progress in reducing traditional trade barriers (tariffs, import licensing, etc.), rates in many areas remain high, and the country's tax system can be confusing.

## **BEST PROSPECTS FOR U. S. EXPORTS**

Agricultural Equipment, Agriculture, Aircraft & Parts, Airports, Computer Software, E-Commerce, Energy, Highways, Insurance, Iron & Steel, IT Hardware, Medical Equipment, Mining, Oil & Gas, Pharmaceuticals, Pollution Control Equipment, Ports, Railroads, Safety & Security, Telecommunications, and Travel & Tourism.

### **CONTACT US TODAY**

With offices in Brasilia, São Paulo, Rio de Janeiro, Belo Horizonte & Porto Alegre, the U. S. Commercial Service Brazil ([www.buyusa.gov/brazil](http://www.buyusa.gov/brazil)) helps U. S. exporters enter Brazil's market through research, matchmaking and advocacy.

The U. S. Commercial Service Brazil can offer you an array of services to understand the Brazilian market, find qualified partners and buyers, and develop

your market. You can find a full description of our products and services at [www.buyusa.gov/brazil](http://www.buyusa.gov/brazil) and go to Guide to Our Services.

***U. S. Commercial Service - Belo Horizonte***

Office Director: John Mueller  
([John.Mueller@mail.doc.gov](mailto:John.Mueller@mail.doc.gov))  
Ph: 011-55-31-3213-1571; Fax: 011-55-31-3213-1575

Rua Timbiras, 1200, 7 andar  
Belo Horizonte M G 30140-060 View  
Products & Services

***U. S. Commercial Service - Brasilia***  
Principal Commercial Officer (acting):  
Dinah McDougall

([Dinah.McDougall@mail.doc.gov](mailto:Dinah.McDougall@mail.doc.gov))  
Ph: 011-55-61-312-7418; Fax: 011-55-61-312-7656

SES - Av. das Nações, Quadra 801, Lote 03

Brasilia - DF 70403-900

***U. S. Commercial Service - Porto Alegre***

Office Director: Roberto Muhlbach  
([Roberto.Muhlbach@mail.doc.gov](mailto:Roberto.Muhlbach@mail.doc.gov))

Ph: 55-51-3328.6080; Fax: 55-51-3328.7633

Av. Carlos Gomes, 141 / 706  
90480-003 - Porto Alegre - RS - Brazil

***U. S. Commercial Service - Rio de Janeiro***

Principal Commercial Officer: Camille Richardson

([Camille.Richardson@mail.doc.gov](mailto:Camille.Richardson@mail.doc.gov))  
Ph: 55-21-3823-2000; Fax: 55-21-3823-2424

Av. Presidente Wilson, 147 / 4º Andar  
Rio De Janeiro RJ 20030-020

***U. S. Commercial Service - São Paulo***

Principal Commercial Officer: Frank Carrico  
([Frank.Carrico@mail.doc.gov](mailto:Frank.Carrico@mail.doc.gov))  
Ph: 55/11/5186-7300; Fax: 55/11/5186-7399

Rua Henri Dunant, 700  
Chacara Santo Antonio  
04709-110 - Sao Paulo - SP

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# Ex-Im Bank Renews and Expands Africa Short-Term Insurance Initiative

Reflecting growing awareness and use of Export-Import Bank of the United States (Ex-Im Bank) programs in Africa, Ex-Im Bank has renewed its Short-Term Insurance Pilot Program for Africa (STIPP) for three years beginning March 31, 2006, with an authorization limit of \$100 million.

After reviewing the eligibility status of all sub-Saharan African nations, the Bank added five countries to the program — Burundi, Comoros, Congo D.R., Liberia and Sierra Leone — for public and private sector financing.

At the same time, improvements in country conditions enabled three nations — Chad, Equatorial Guinea and Ghana — to graduate from the program and become

eligible under Ex-Im Bank's routine cover policies for medium-term financing in both the public and private sector. Ghana also is eligible for Ex-Im Bank long-term financing. With these changes, 28 African countries now are eligible for financing under the STIPP program, bringing to 44 the total number of African countries in which Ex-Im Bank programs are available.

The Africa Pilot Program provides short-term cover in countries where Ex-Im Bank is otherwise not open. It helps businesses in participating countries buy U.S.-made goods and services, including spare parts, raw materials and agricultural commodities. Under the program Ex-Im Bank can insure short-term export credit

transactions involving various payment terms, including open account terms.

Ex-Im Bank, the official export credit agency of the United States, is in its 71st year of helping finance the sale of U.S. exports, primarily to emerging markets throughout the world, by providing loan guarantees, export credit insurance, and direct loans. In fiscal year 2005 Ex-Im Bank authorized nearly \$14 billion in transactions supporting almost \$17.9 billion in U.S. exports. This represented 3,128 transactions, of which 2,617, or over 80%, directly benefited small businesses. For more information on the Export-Import Bank of the U.S. visit [www.exim.gov](http://www.exim.gov) or contact either one of the Oklahoma offices.

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## *Ex-Im Bank Offers 15-Year Repayment Terms to Support U. S. Exports for Hydroelectric Power Projects*

The Export-Import Bank of the United States (Ex-Im Bank) is offering export financing on repayment terms of up to 15 years for U.S. exports of goods and

services to be used in hydroelectric power projects that are in compliance with Ex-Im Bank's Environmental Procedures and Guidelines. (The full text of this docu-

ment is available on Ex-Im Bank's Web site at <http://www.exim.gov/products/policies/environment/envproc.html>). The longer repayment terms are available in

accord with an agreement of the Organization for Economic Cooperation and Development (OECD) that permits export credit agencies of OECD countries to offer enhanced terms for renewable energy and water projects.

The 15-year repayment term is also available for U.S. exports for the following renewable energy projects: wind, solar photovoltaic, solar thermal, geothermal, ocean thermal, tidal and tidal stream

power, wave power, and bio-energy. Also eligible for the 15-year term are U.S. exports for water and wastewater projects.

In response to recommendations from U.S. renewable energy and water industries, Ex-Im Bank encouraged the OECD to permit export credit agencies to offer the extended repayment terms for these projects. In June 2005, the OECD agreed to extend the maximum repayment term for renewable energy and water-related

projects from the previous limits to 15 years. The OECD agreement permits the 15-year term for renewable energy and water-related projects for a two-year trial period beginning July 1, 2005. The OECD agreed to permit the 15-year term for hydropower projects for a two-year trial period beginning December 1, 2005.

For further information, visit [www.exim.gov](http://www.exim.gov) or contact either one of our offices.

## ***April 2006 Calendar of Events***

| <i><b>Date</b></i> | <i><b>Event</b></i>  | <i><b>Contact</b></i>           |
|--------------------|--|---------------------------------|
| April 4, 2006      | <b><i>Minority and Women's Breakfast</i></b><br>Metro Tech Conference and Banquet Center, Oklahoma City  | Aquilla Pugh<br>405/427-4444    |
| April 25, 2006     | <b><i>Oklahoma World Trade Conference Reception Sponsored by Carlisle FoodService Products</i></b><br>Double Tree Hotel at Warren Place, Tulsa | 918/581-7650 or<br>405/608-5302 |
| April 26, 2006     | <b><i>Oklahoma World Trade Conference</i></b><br>Double Tree Hotel at Warren Place, Tulsa  | 918/581-7650 or<br>405/608-6302 |